

# **KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD**

## **Education/Outreach Subcommittee**

### **Meeting Minutes**

**January 14, 2013**

#### **Call to Order and Roll Call**

The second meeting of the Education and Outreach Subcommittee was held on Monday, January 14, 2013, at 1:30 p.m. in the Small Conference Room at the Office of the Kentucky Health Benefit Exchange. Tihisha Rawlins, Chair, called the meeting to order at 1:30 p.m., and the Secretary called the roll.

Subcommittee Members Present: Tihisha Rawlins, Chair, Gabriela Alcalde (by phone), David H. Allgood, Andrea Bennett (by phone), Julia Costich (by phone), Ann Hadreas, Rich Seckel, Bill Wagner (by phone), Kathy Wheeler, and Marcus Woodward.

Staff Present: Carrie Banahan, Miriam Fordham, Wanda Fowler, Kris Hayslett, Jean Klinge, Bill Nold, Brenda Parker, Vanessa Petrey, Sherilyn Redmon and Brian Staples (DOI).

#### Addition of New Members

A new subcommittee member was introduced: Malea Hoepf Young.

#### **Approval of Minutes**

A motion was made to accept the minutes of the November 5, 2012, meeting as submitted, seconded, and approved by voice vote.

#### **Update on Education and Outreach Activities**

Jean Klinge, Division Director for Communication and Outreach, Office of the Kentucky Health Benefit Exchange, updated the subcommittee members on the Exchange education and outreach activities. The Kentucky Health Benefit Exchange (KHBE) is reviewing the first deliverable from Deloitte, the Exchange vendor, which includes the Self Service Portal (SSP) screens to be used by the public. The KHBE conducted 12 focus groups to identify effective branding (program name, logo, and tagline) in Paducah, London, and Louisville. The target audiences in each focus group included disenfranchised consumers (the uninsured), physicians, self-employed individuals, and small business owners.

#### **Doe-Anderson Presentation**

Todd Spencer, President and CEO, Doe - Anderson, presented a brief overview of the key findings from the focus group sessions. Focus group participants were asked a series of questions to further understand their knowledge of the Affordable Care Act, the KHBE, and the meanings and attitudes of several test logos and taglines. Focus group results were consistent across the state with most citizens being not very well acquainted with the Exchange or that they may be eligible for financial assistance with health care. Quality and affordability were important aspects. Participants preferred the branding logo and tagline that included warm colors and

welcoming language. Additionally, participants identified the need to have an education phase prior to open enrollment.

### **Deloitte - Organizational Change Management Presentation**

Mary Schweitzer, Project Leader, Deloitte, briefed the subcommittee on the Organizational Change Management (OCM) objectives. The OCM project plan will assist impacted agencies with the transition to the Self Service Portal and new workflow processes. The project will identify and involve all organizations, groups, bodies, and individuals from both the private and public sectors and develop a robust training program for all KHBE workers.

Marcus Woodward, volunteered the organizations that he is affiliated with in his work as an agent to work closely on the project. Mr. Woodward also suggested that Ms. Schweitzer be included in the Navigator/Agent Subcommittee work group meetings.

Other subcommittee members discussed the need for in-person training and a review of current programs such as Medicare Supplemental plans. Attendees of the meeting suggested utilizing local health departments, the Ryan White HIV program, and the Cooperative Extension Offices in education and outreach efforts.

### **Deloitte – Navigator Presentation**

Renu Pandit, Project Leader, Deloitte, presented the Navigator project overview, approach, and timeline. The project team will complete a needs assessment report, gap analysis, list of potential Navigator groups, training and certification process, and a Request for Proposal for qualified entities to apply and serve as Navigators. The project is currently in the discovery phase, conducting a needs assessment that begins with reviewing research conducted to date on the KHBE user population, identifying any gaps where additional information is needed and assessing those populations against entities such as community service organizations, outreach entities, and other state programs that are currently servicing those populations.

Subcommittee members suggested several resources for additional data sources. A representative from a local health department informed the subcommittee members that local health departments are required to do a community needs assessment, which could serve as another data source for the Navigator project.

### **KHBE Updates**

Carrie Banahan, Executive Director, KHBE, informed the subcommittee that Kentucky was conditionally approved in December 2012 to establish a State-based Exchange. Additionally, the KHBE applied for and is awaiting an award of a Level II grant from the U.S. Department of Health and Human Services.

### **Other Business**

Chairman Rawlins, asked the members for an additional consumer advocate to serve on the Navigator/Agent Subcommittee workgroup. Ann Hadreas volunteered to join David Allgood on the workgroup.

Chairman Rawlins, distributed a letter to the subcommittee members addressed to Carrie Banahan, Executive Director, KHBE, expressing concerns about the lack of the use of consumer groups in the testing of the new Self Service Portal. The letter requested a response from the KHBE within 30 days.

The next meeting of the subcommittee is scheduled for 1:30 p.m. on Monday, February 11, 2013, at the Office of the Kentucky Health Benefit Exchange.

**Adjournment**

The meeting was adjourned at 2:55 p.m.